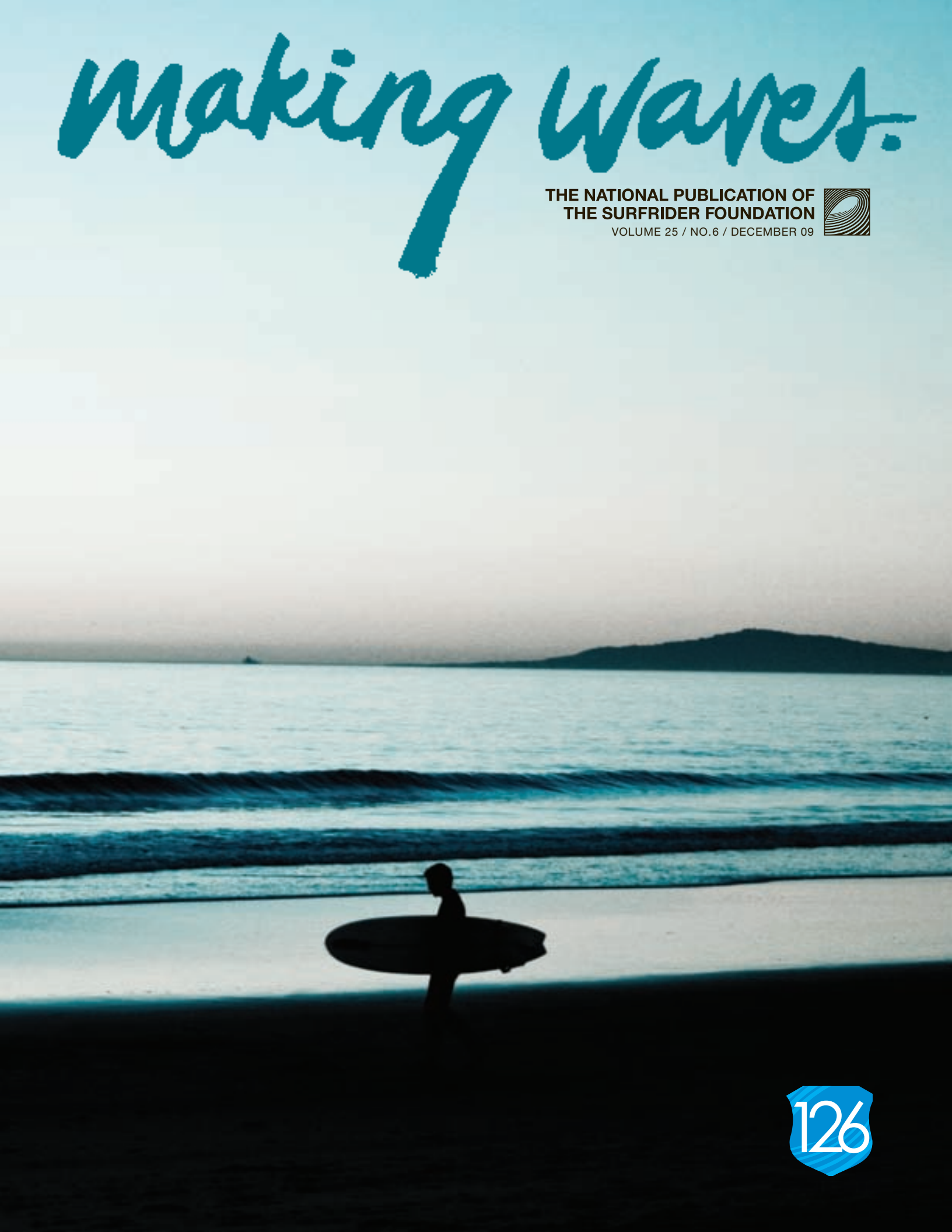


# Making Waves.

THE NATIONAL PUBLICATION OF  
THE SURFRIDER FOUNDATION

VOLUME 25 / NO. 6 / DECEMBER 09



# SWELL.COM TO BE THE PREMIER ONLINE DEALER OF SURFRIDER FOUNDATION BRANDED MERCHANDISE

# SWELL.COM

On November 2<sup>nd</sup>, Swell.com and the Surfrider Foundation announced their partnership in the re-launch and re-design of Surfrider's online store. This new retail portal, which is hosted and managed by Swell, will increase exposure of the Foundation's branded merchandise and raise awareness of Surfrider's mission to protect and preserve our oceans, waves and beaches. In addition, Swell will provide marketing support through their popular catalog and website.

Following this launch, the Surfrider Foundation plans to expand its logo apparel and accessory lines to include even more great products for men, women and children, while staying core with the classics including t-shirts, hats, beanies, and let's not forget hoodies; all of which are made from the finest organic cottons and earth-friendly materials, including recycled polyester and PET bottles.

What's in store for our members you might ask? Just in time for your winter surf trip to Tahiti, Swell is offering a 20% discount (read: you WILL save money) to all Surfrider Foundation members on purchases made at Swell.com. Now you can get that Surfrider Foundation hoodie and those boardshorts you've been eyeing for sometime now. All members need to do is enter "SURFRIDER" in the coupon code to receive the discount.

So, after reading this issue of *Making Waves*, go check out all the great new Surfrider Foundation merchandise at [www.swell.com](http://www.swell.com) and get some gifts for your friends and family!



## It's Survey Time!

Please take part in our Making Waves reader survey: [www.surveymonkey.com/s/3T227VR](http://www.surveymonkey.com/s/3T227VR) Participants will have an opportunity to win a limited edition Surfrider 25th Anniversary Casio G-Shock timepiece.

# Making Waves

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education.

Publication of The Surfrider Foundation  
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126 victories since 1/06. The Surfrider Foundation is striving to win 150 environmental campaigns by 2010. For a list of these victories please go to: [www.surfrider.org/whoware6.asp](http://www.surfrider.org/whoware6.asp)

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# WIKIPEDIA FOR THE COASTS

When I think of who we are today, right now, and how we are changing, the above metaphor comes into my mind. Here is why.

Wikipedia is as smart as all of us. A few years ago I knew a group of people that would make the argument that Encyclopedia Britannica was better than Wikipedia (and always would be). I don't know anyone who would make that argument today. The reason is, Wikipedia is the sum of people's knowledge. The Surfrider Foundation is similar; we are defined by the actions and interactions of beach and ocean lovers worldwide. At this very moment in Chile, Tasmania and Oregon, people are fighting the development of pulp mills. Our members are pooling knowledge, scientific facts and data, and legal approaches. If we decided to fight the mills separately, we wouldn't just miss the opportunity to share relevant, action-oriented intelligence, we would probably lose. Thus, like Wikipedia, we strive to have our intelligence be the sum total of us all.

Wikipedia is as powerful as all of us. While it's very true that an individual can (and does) make a difference, it's also true that a group of people can make a greater difference or even bring about change faster. We've seen this at city council, Coastal Commission, and other municipality meetings where representatives expect a certain number of people to show up and we engage the community to multiply that number exponentially.

Prior to 2008, the attendance record for a single California Coastal Commission meeting was approximately 500 people. Through the efforts of our chapters, we set a new record of 3,500 people at a single meeting. By increasing the number of people at hearings and meetings, it becomes very difficult to look at, listen to, and engage with the public, then entirely dismiss their views and concerns. Wikipedia taps people from all over the world to become the augmented "muscle" directed at increasing the power that it offers. In a sense, so does the Surfrider Foundation.

Wikipedia is as relevant as all of us. What really matters to you? Wikipedia has become a utility for many people; if you need a

quick answer or background information on a topic, you can find it there. Our oceans, waves and beaches are extremely relevant to all of us. Whether it was a connection we made with the ocean in our youth, or our life story connected with coastlines in another time and way, we care about them. They matter to us. We don't like seeing them damaged. We don't like polluted water. We don't like losing access. The similarity here is that amongst all things in our lives, we seek those that truly deliver. We want consistency. We seek relevance. I could argue that Surfrider's relevance actually exceeds Wikipedia's because we have a literal boundary between land and water. It's real. It's timeless.

Wikipedia has a staff of 30, but thousands of contributors, operates in many languages, and attracts millions of views annually. Any organization in the world would want this mix. Surfrider Foundation employs about the same number of staff, has 73 chapters in the United States, and over a dozen internationally. The key to both Wikipedia and the Surfrider Foundation is to have a powerful mission that attracts people from all walks of life, and offers value when they volunteer their personal time to help advance it. The true value of the Surfrider Foundation is our volunteers, activists and members. It is not the staff or me. This is an excellent business model as it helps organizations like ours move more easily through challenging economic times. The mission "...protection and enjoyment of the world's oceans, waves and beaches for all people..." speaks to something deep in all of us. It's not just a love of our coastlines, it's the belief system that is attached to that love...that we will give of ourselves to ensure our coastlines are preserved so our families can enjoy them for generations to come.

Together we're a movement. We're a movement for coastal care.

—Jim Moriarty  
Chief Executive Officer



# SURFRIDER FOUNDATION CELEBRATES 25 YEARS OF COASTAL PROTECTION

BY MATT MCCLAIN  
AND ALEXIS HENRY

2009 marked the Surfrider Foundation's 25<sup>th</sup> Anniversary, and to celebrate the Foundation hosted a star-studded gala fundraiser this past October at the California Science Center in Los Angeles, California.

The evening kicked off with the third installment of Surfrider's Art For The Oceans auction. The auction, which featured twenty-five original interpretations of the world's most iconic (and in some cases threatened) surf breaks such as Jaws, Pipeline and Malibu by some of today's most respected artists including Shepard Fairey, Raymond Pettibon, Thomas Campbell and Billy Al Bengston raised nearly \$100,000 for the Foundation.

Following the auction, event host Mark Hoppus of Blink-182 took over on the mic to emcee the presentation of the Surfrider Foundation's Keepers of the Coast award. The award, which honors those celebrities who have made significant contributions toward helping the Surfrider Foundation fulfill its mission of protecting our coastal environments, is only given out once every five years.

This year's honorees included "Baywatch" actor and long-time Surfrider Foundation supporter David Chokachi. An avid surfer and stand up paddle boarder, David's longstanding passion for the ocean led him to connect with the Surfrider Foundation in 2005. Since then, David has become one of the organization's key spokespeople, appearing in front of news cameras for International Surfing Day and promoting the Foundation throughout his 2009 appearance on



KYLE LISHOK

(from top)  
An aerial view of the Wallis Annenberg Building decked out and packed for the Surfrider Foundation's 25th Anniversary Gala.

Surfrider's CEO Jim Moriarty (center) with Keepers of the Coast recipients Brandon Boyd from Incubus (left) and actor David Chokachi (right).

FUEL TV's Pat Parnell interviewing actor Gregory Harrison for their Surfrider Foundation 25th Anniversary television special.

(opposite, from top)  
2004 Keepers of the Coast recipient Perry Farrell gives fans "A Whole Lotta Love."

Potential bidders view "Burleigh Heads" by David Lloyd at Art For The Oceans III.

Audrina Patridge arriving at the Surfrider Foundation's 25th Anniversary Gala.

Blink-182's Mark Hoppus rallying the crowd for the Keepers of the Coast Award presentation.

Singer Billy Morrison from The Cult gets the crowd rocking with Camp Freddy.



KYLE LISHOK





KYLE LISHOK

VH1's "Confessions of A Teen Idol." In addition, David has participated in the Foundation's Celebrity Expression Session event, which works to raise funds for the organization.

Alt-rockers Incubus were also honored for their many years of support. The band, who started their own charitable foundation—the Make Yourself Foundation—has donated over \$10,000 to the Surfrider Foundation, and are participating in Celebrity Surf Jam events and promoting the Foundation through their website and social media outlets.

Pearl Jam were the final honorees of the evening. The band, who were unable to attend due to their tour schedule, has played an instrumental role in the growth and success of the Surfrider Foundation; from a \$50,000 donation back in 1995, which helped keep the Foundation afloat during those lean early years, to their involvement with the successful *Music for Our Mother Ocean* (MOM) benefit albums, to their recent support in helping the Foundation conduct the "Save Trestles" campaign.

The evening concluded with a rocking performance by Camp Freddy—a rock supergroup, whose lineup includes members of Jane's Addiction, Guns n' Roses and The Cult. Joining core members Dave Navarro, Billy Morrison, Matt Sorum, Donovan Leitch and Chris Chaney on stage were Sum-41's Deryck Whibley, Evan Seinfeld from Biohazard, Sugar Ray's Mark McGrath, and 2004 Keeper of the Coast recipient Perry Farrell, who brought the house down with an amazing rendition of Led Zeppelin's "Whole Lotta Love."

All in all, over \$150,000 was raised from the event, which will go to assist the organization with several new campaigns and initiatives that are set to launch in 2010, including the new integrated water campaign "Know Your H2O," an increased effort to support the Santa Barbara Chapter's "Save Gaviota" campaign, and the Foundation's "Not The Answer" campaign, which seeks to prevent expanded offshore drilling along the nation's coastlines.

The Surfrider Foundation wishes to thank Brita Filter For Good, Barefoot Wine, media partners Filter Magazine and FUEL Television, Edelman, and VOX Entertainment for helping to make the 25<sup>th</sup> Anniversary Gala possible.



CHRIS POLK/WIREIMAGE



KYLE LISHOK



KYLE LISHOK



KYLE LISHOK





FREDDY LUNCH

# SURFRIDER FOUNDATION & BAREFOOT WINE MAKE TWENTY-FIVE BEACHES 'BAREFOOT FRIENDLY'

By Laura Mazzarella

In celebration of the Surfrider Foundation's 25<sup>th</sup> Anniversary, Barefoot Wine, the official wine partner of the Foundation, "stepped up" their annual Barefoot Wine Beach Rescue Project (BWBRP) to make twenty-five beaches, lakes and coastlines around the country "barefoot - friendly" through various restoration and cleanup events. In addition, Barefoot Wine committed \$25,000 to support four Chapters and their local beach-specific campaigns through an online voting contest.

Over 2,100 volunteers from North Carolina, South Carolina, Florida, Delaware, Illinois, Massachusetts, California, Washington, Oregon, Texas, Hawaii, DC, New York, Maine and New Jersey participated in rescuing beaches from June through August, collecting over 2 1/2 tons of trash and restoring dunes to help ensure their beaches are preserved and enjoyed for generations to come. A special celebration event courtesy of Barefoot Wine followed each of the beach rescues.

As an added bonus, singer/songwriter Mason Jennings performed at select events and joined fellow musicians Joss Stone, Gavin DeGraw and Cold War Kids for a special August 29 BWBRP concert in Asbury Park, NJ to celebrate a summer of twenty-five beach cleanups.

In addition to "healing" beaches across the country, Barefoot Wine held a special online fundraising initiative to raise awareness about major Surfrider Foundation environmental campaigns: Clear The Path (Oahu, HI), Challenge Beach Management Permitting Practices (West Palm County, FL), Save Gaviota (Santa Barbara, CA) and Sink the Breakwater (Long Beach, CA). Each of these campaigns received a \$5,000 donation, with the Santa Barbara Chapter winning an additional \$5,000 as a direct result of the online voting initiative.

As the Surfrider Foundation's official wine partner, Barefoot will continue to fund and support Chapters through events such as BWBRP and provide product for use at fundraisers, meetings and other events.



PHIL SEMOUR

(above left) Oahu Chapter volunteers sift through debris along the shoreline making sure even the smallest pieces of trash are not left behind. (above right) The Huntington/Seal Beach Chapter volunteers fill the trash can to the brim following their Beach Rescue.

"Barefoot Wine's steadfast commitment to making our beaches 'barefoot-friendly' aligns perfectly with the Surfrider Foundation's mission to protect and preserve our oceans, waves and beaches," says Matt McClain, Surfrider Foundation's Director of Marketing & Communications. "By the end of 2009, Barefoot Wine will have donated almost half a million dollars in support of our ongoing campaign work and efforts in keeping our coastlines healthy for future generations to enjoy."

The Surfrider Foundation wishes to extend a warm thanks to Hunter Public Relations,

our Huntington/Seal Beach, SunCoast, Lake Michigan, Seattle, Jersey Shore, Charleston, South Florida, South Orange County, Newport, Delaware, Santa Cruz, Long Beach, Boston, Eastern Long Island, DC, San Diego County, Oahu, Ventura County, South Texas, New York City, Cape Fear, Santa Barbara County, Northern New England, Newport Beach, and West LA/ Malibu Chapters, Jeremy Soine, Tanvee Mehra, and everyone at Barefoot Wine for their time and assistance in making the Barefoot Wine Beach Rescue Project possible and an amazing success!



SPENCER GORDON

(above) Mason Jennings, Gavin DeGraw, Joss Stone, and the Cold War Kids getting ready to rock out at the Beach Rescue Concert in Asbury Park, NJ with the Surfrider Foundation Jersey Shore Chapter and over 2,500 ocean-conscious fans. (below) The Surfrider Foundation Lake Michigan Chapter was joined by over 200 volunteers to help keep Chicago's Oak Street Beach litter free, leaving only footprints behind. To learn more about this year's beach rescue events please visit [www.barefootbeachrescue.com](http://www.barefootbeachrescue.com).



MIKE KILLION.COM



# GOING WITH THE FLOW: ENERGY FROM TIDES AND CURRENTS

BY MARK RAUSCHER AND JODY KENNEDY  
PHOTOS COURTESY FLORIDA ATLANTIC UNIVERSITY

A major problem facing many renewable energy sources is predictability and consistency. We don't always know when or how hard the wind will blow, and as any surfer can attest, ocean swells are often disappointingly sporadic. However, a few energy sources in the sea are so predictable that you can set your watch to them: tides and currents. While tides and currents travel much slower than typical wind speeds, they carry much more energy due to the high density of water (water is more than 800 times denser than air, so for the same surface area, water moving 12 miles per hour exerts about the same amount of force as a constant 110 mph wind).

## TIDES

Anyone who visits the beach on a regular basis understands the changes in water elevation are due to tides. When you take those water movements and funnel them through channel entrances into bays and lagoons, the resulting currents can be dangerously rapid and very powerful. Since movements of the earth, sun and moon cause tides, scientists can accurately predict their timing, height and speed years in advance.

Researchers are now exploring ways to capture this predictable energy using turbines that spin with the currents, or with barrages which trap and release the rising and falling water through a series of dams across tidal channels. Turbines are gaining popularity as their infrastructure requirements and environmental impacts appear to be much less than those of barrages. Along with many other new types of renewable energy sources, the true long-term effects of these projects on ocean resources are not yet fully understood.

The potential to produce economically and environmentally sound tidal energy is currently being explored in Puget Sound, WA. Snohomish County Public Utility received preliminary permits for seven sites. They dropped two based on initial feasibility studies, and are now pursuing five potential projects. The U.S. Navy is also exploring a possible tidal energy site, which would provide alternative energy to the Indian Island base. While there is much interest in increasing Washington State's renewable energy portfolio, it remains unclear whether or not Puget Sound tidal power is a viable source. This is in part because power is relatively cheap in the Puget Sound region thanks to large sources of hydroelectric power, making it challenging for new sources to compete economically. In addition, many local interests fear that even a small environmental impact could be too much for this imperiled inland sea.

On the surface, Puget Sound is spectacular with bald eagles, seals, orca, and sea birds seemingly in abundance. However, you don't have to look far below the surface to get a glimpse of the threatened state of the Sound. The resident orca population, just one of many local species now listed as endangered, is considered to be one of the most contaminated marine mammals on the planet. With strong recovery efforts under way for the entire Puget Sound basin, allowing new tidal power projects with unknown environmental impacts requires careful consideration.



Florida Atlantic University's Center for Ocean Energy Technology has deployed Acoustic Doppler Current Profilers in South Florida to evaluate the state's ocean energy resources in the Gulf Stream.



The Acoustic Doppler Current Profilers are helping scientists at Florida Atlantic University gather baseline information, which is needed to characterize in detail the spatial and temporal variability of the Gulf Stream, the most energy dense ocean current, for its potential use as an abundant renewable energy source.

## OCEAN CURRENTS

Aside from tides, ocean currents are dependent on the wind, Coriolis Force (spinning of the Earth), and differences in water temperature and salinity. These currents can travel for thousands of miles, moving vast quantities of water. While they can have slight variations and periodic shifts, most major ocean currents are extremely predictable.

One of the most well-known ocean currents is the Gulf Stream, carrying more than 8 billion gallons of water per minute from the southern tip of Florida up the U.S. East Coast and across the North Atlantic to Europe. Researchers in Florida are exploring ways to tap into this current by placing turbines, similar to giant underwater windmills, in the deep water at the edge of the continental shelf. They believe that this type of facility could help the state provide all of its electricity needs from renewable sources. While these types of projects are at a very early stage, environmental and social concerns must be addressed, including dangers to wildlife, impacts on fishing, and navigation hazards.

As our nation and others around the world move away from fossil fuels and towards renewable energy sources in the coming decades, the ocean's movements are sure to become a critical part of the mix. Thanks to their high energy potential and predictability tides and ocean currents could prove extremely vital.

To learn more about alternative ocean energy projects, please visit Surfrider's Ocean Amps blog at [www.oceanamps.org](http://www.oceanamps.org)



# The Salva Tres Palmas Campaign

By Chad Nelsen

In 2000, the Surfrider Foundation joined a coalition of environmental organizations and local activists to stop several poorly planned condominium development projects along the pristine beaches and coral reefs at Tres Palmas in Rincón, Puerto Rico. This was a classic reactive campaign; we were responding to a threat. After years of campaigning, the development projects were stopped. Throughout the fight, we realized that even if we were successful in fending off these destructive projects, others would replace them, eventually we would lose, and the beaches, reefs, waves, ocean and local community would suffer the consequences.

It was then that we decided on a proactive strategy to establish permanent protection of Rincón's coastal and ocean resources, and the Salva Tres Palmas campaign was born. Our goals for the campaign included establishing a marine protected area, developing a management plan to guide the conservation of Tres Palmas' threatened Elkhorn coral reefs, and building a local and institutional capacity for self sustaining conservation efforts.

Over the past eight years, the campaign achieved numerous milestones and exceeded our expectations in its success. Key highlights include:

- 2004: The establishment of Reserva Marina Tres Palmas (RMTP) via Commonwealth legislation, making it the first marine reserve on the mainland of Puerto Rico
- 2008: The passing of an Executive Order by the Secretary of Natural Resources codifying no-take within the marine reserve
- 2008 – 2009: The removal of over 475 tires and other marine debris from the Reserva Marina Tres Palmas during the summer months
- 2008: The finalization of the community-driven co-management plan
- 2009: The Department of Natural Resources formal adoption of the management plan, including the establishment of a Management Board (Junta de Manejo) to facilitate co-management of the reserve
- 2009: The creation of a documentary film highlighting the campaign elements
- The Establishment of a robust community education and outreach program

Salva Tres Palmas was more than an effort to establish a marine reserve with a robust management plan process. Through extensive outreach,

Many species shelter amongst Elkhorn coral (*Acropora palmate*) like the Caribbean keystone species the Long-Spined Black sea urchin, which keeps the growth of algae in check and allows corals to settle on the substrate to grow.

education, vertical and horizontal integration of government and community groups, transparency, and intensive community participation, an ethic of coastal conservation has woven itself into the fabric of the population, establishing a model for grassroots driven coastal and ocean preservation that can be replicated globally.

While the work of coastal conservation is never finished, the seeds of change have been planted. There is now local capacity in Rincón that never existed before:

- Volunteers are running the local Surfrider Foundation Chapter
- There are coral reef education and art projects in schools
- The RMTP Management Board is engaging in conflict resolution
- The completion of two NOAA-supported local reef cleanup, outreach and education projects involving local fishermen and schools

In addition, the institutional knowledge to continue the management of Rincon's coastal and resources has grown. The Department of Natural Resources, the Planning Board and other Commonwealth agencies are involved in the RMTP management plan, PR Sea Grant and UPR Mayaguez have active program involvement in the management of the RMTP, and NOAA recently created a two year RMTP coral conservation fellowship.

As the Surfrider Foundation winds down our efforts in Rincón, we'd like to give particular thanks to Leon Richter who led this successful effort to protect some of the healthiest coral reefs in US territorial waters. Leon's drive, commitment and perseverance defined this campaign to protect a very special place. In

addition this campaign would not have been possible without the support of numerous people, agencies and organizations. We received both private and federal funding, support from numerous scientists and NGO staff members, legal support, and assistance from hundreds of volunteer activists.

A wealth of information on the campaign, the Reserva Marina Tres Palmas, and local activism can be found at: [www.surfrider.org/rincon](http://www.surfrider.org/rincon)



Elkhorn coral provides habitat for a myriad of species including the endangered Hawksbill sea turtle.



# FOURTH ANNUAL CELEBRITY EXPRESSION SESSION RAISES \$5,000 FOR BEACH AND COASTAL PROTECTION

By Alexis Henry / Photos by Kyle Lishok



(clockwise from top left) Peter DiStefano in red relinquishes the wave to Sal Masekela. David Chokachi in green sneaking up on Chris Shiflett while helping raise money for the Foundation. Musician and surfer Martyn LeNoble and girlfriend Christina Applegate at the Celebrity Expression Session. Jason Mraz catches a nice peeler for the Surfrider Foundation. Leonor Varela waves to the crowd as she heads towards the water.



In one day, nay, one *hour*, celebrities from film, television and music raised over \$5,000 for the Surfrider Foundation by doing something they love—surfing.

On September 12, the Surfrider Foundation held its fourth annual Celebrity Expression Session. Sponsored by the Malibu Surfing Association and Barefoot Wine, An eclectic mix of celebrities including Jason Mraz, Sal Masekela, Chris Shiflett of the Foo Fighters, actors David Chokachi, Eric Balfour, and Leonor Varela, musicians Peter DiStefano and Martyn LeNoble from Porno For Pyros, and Jane's Addiction's bassist Eric Avery were able to enjoy a rare treat – an empty First Point at Malibu's famed Surfrider Beach.

"The Celebrity Expression Session is a great way for celebrities who are also surfers and supporters of the Surfrider Foundation to directly give back," said actor and Surfrider Foundation Keepers of the Coast recipient David Chokachi. "The more waves we catch, the more money we raise for the Foundation. At the end of the day, it is really cool to be

surrounded by people who care about the coast, and who support the cause."

For every wave the celebrities caught, Barefoot Wine donated \$50 to the Surfrider Foundation. Unfortunately, conditions were not great that day, so to counter that and help the Foundation, Barefoot Wine raised the donation amount to \$100 per wave.

When asked why they are participating, the celebrities all stressed the importance of keeping our oceans, waves and beaches clean and healthy for everyone. Singer/songwriter Jason Mraz summed up the importance best saying, "You don't have to live near the ocean for it to have an impact on you, and you don't have to live near the ocean for you to have an impact on it."

The Surfrider Foundation extends a huge thank you to the Malibu Surfing Association, Barefoot Wine, Transworld SURF and participating celebrities for helping make this year's Celebrity Expression Session possible.

## DOUBLE YOUR GIFT TO SURFRIDER USING FREE MONEY

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Most companies match gifts dollar for dollar, while others will double or triple match their employee's gift. Some corporations even set aside millions of dollars annually for matching gifts, and only a small portion of these funds are ever used.

If your company offers gift matching, take advantage of it and make a donation to the Surfrider Foundation for the continued protection of our coastlines. Not sure if your company offers gift matching? Find out by contacting your human resources department or by emailing us at [membership@surfrider.org](mailto:membership@surfrider.org)



# CHAPTER NEWS

By Ed Mazzarella



SHANNON SERRANO

Volunteer Sean Lastuka collects rock and sand samples in conjunction with the University of Washington MRSA studies, where the Chapter's testing lab is housed.

## **Pacific Northwest**

In the final two months of summer, there was a great push with beach cleanups around Washington, as well as the expansion of the Blue Water Task Force. The **Olympic Peninsula Chapter** began testing the Elwha in conjunction with the WA BEACH Program, and the **Northwest Straits Chapter** not only expanded their testing area, but also greened their water testing by riding bicycles when collecting samples. In addition, the **Seattle** and **South Sound Chapters** are very close to making their new BWTF labs a reality. Keep an eye out for six new testing locations in Seattle, thanks to the help of **Amanda Grey, Amy Adelberger, and Abigail McCarthy.**

On August 18, the votes were counted and the Green Bag Campaign accepted the loss of Referendum 1. This long battle started in July when Seattle approved a fee on all single-use grocery bags, and the American Chemical Council (ACC) began immediately collecting signatures to put the measure on the ballot. While the ACC wanted the public to believe the vote was extremely one-sided, the final vote count revealed that the Green Bag Fee was rejected 53% – 47%. The Green Bag Campaign is delighted with the closeness of this vote, and is assessing the next steps. The loss of the fee is not the end of the Campaign's effort to reduce single use plastic bags in Seattle.



NANCY HASTINGS

California activists posing just before an evening boat tour of the San Francisco Harbor.



NANCY HASTINGS

Surfrider's COO Michelle Kremer presenting to California activists in San Francisco.

## **California**

In mid-August, approximately 60 Surfrider Foundation California Chapter activists attended the annual California Chapter Conference in San Francisco. Activists from around the state gathered to learn direct action organizing techniques, develop and unify around statewide issues, and share experiences. The chapter conferences



are an integral part of Surfrider Foundation's support of our volunteer chapter network, providing a learning environment that encourages and enhances volunteer experiences. Thank you to all who attended the 2009 conference.

Through their annual "Save Our Surf" Campaign, Couch Distributing Company raised \$10,000 to support the environmental endeavors of the Surfrider Foundation **Santa Cruz Chapter**. Started in 1996, "Save Our Surf" donates one nickel to the Santa Cruz Chapter for every case of Budweiser and Bud Light sold in Santa Cruz County between Memorial Day and Labor Day. The money donated has made it possible for the Chapter to have a lab to conduct weekly water quality tests, produce a newsletter, and run their website. In addition to the contributions through "Save Our Surf," Couch Distributing has sponsored print advertising campaigns to inform the public of the Chapter's activities including beach cleanups, storm drain stenciling, water quality monitoring, education and advocacy efforts.

**West Los Angeles/Malibu Chapter** activist **Sara Bayles** recently created a project called "The Daily Ocean" to show that everyone can help solve pollution problems that plague our coastlines. Twenty-minutes a day for 365 days, Sara will collect, document and weigh trash from Ocean Park in Santa Monica (Station 26). To-date, Sara has collected 258.4 pounds of trash... roughly 1/8 of a ton!

"In a perfect world, I'd get out there everyday, but one of the guidelines I set up for myself is that I can collect on 365 non-consecutive days," said Sara. "I don't have answers to the disturbing issues facing our coastlines, but I can make a difference – twenty minutes a day along with photos to help raise awareness, inspire people, and get them to think about taking care of our beaches and oceans."

Follow Sara's tally, check out photos, and learn how you can make a difference at her blog [www.thedailyocean.blogspot.com](http://www.thedailyocean.blogspot.com)

In other **West Los Angeles/Malibu** news, the Chapter partnered this summer with Algalita and Green Ambassadors to create a Rise Above Plastics student speaker series encouraging Angelenos to curb their use of single-use plastics. Since its inception, the high school students have delivered the RAP presentation to over 1,000 people, including the employees at Google in Santa Monica.

On November 5, hundreds gathered for a 10-hour meeting where the Los Angeles Regional Water Quality Control Board voted 5-2 to ban new septic systems in central and eastern Malibu, and force existing ones to halt wastewater discharges by the year 2020. This is a pivotal decision for supporters of the **West Los Angeles/Malibu Chapter's** "Clean Water at the 'Bu" Campaign, and is a huge milestone towards improving water quality in the lower Malibu Creek watershed and Surfrider Beach.

The **Santa Barbara Chapter** extends a huge thank you to local, statewide and national supporters for logging on to Barefoot Wine's 2009 online voting initiative and clicking to "Save Gaviota"—Southern California's last remaining stretch of undeveloped coastline.

Just as the **Long Beach Chapter** received a \$5,000 donation from Barefoot Wine as part of their annual Beach Rescue Project to "Sink the Breakwater," the Long Beach breakwater received a new lease on life when the Moffat/Nichols firm completed a recon

MIKE WALLACE



L-R: Rich Ferdinand and Kelly V. Kaay from the Santa Cruz Chapter accepting a \$10,000 check from Louie Pieracci and Dave Chapatte with Couch Distributing.

study and made a recommendation against complete removal. Since this announcement, the Chapter has filed a letter of protest claiming that the study was deficient and politically biased.

Down in Orange County, the **Huntington/Seal Beach Chapter** joined forces with a local Mormon youth conference to clean up Huntington City Beach. As part of a three-day weekend conference in July, teenagers ranging from 14 to 18 woke up early on a Saturday morning to volunteer with the Chapter.

"My favorite part of the conference was the beach cleanup," said Josh Morel, one of the cleanup organizers. "I got to walk along the beach, and it was great exercise as well. The Surfrider Foundation people were extremely organized for us. They provide bags and water...I loved the beach cleanup."



Are you hungry for more Surfrider Foundation news? Well then check out our weekly e-news "Soup." It's filled to the brim with hot Surfrider, environmental and ocean-related news. Just enter your e-mail address and zip code on our home page (in the upper left-hand corner): [www.surfrider.org](http://www.surfrider.org)





LUIS LOZADA

(left)  
The first graduating class from the Overtown Youth Center summer surf camp each received a new surfboard so they can continue surfing throughout the year.

(below)  
UNCW students enjoying the Beach Blast at Wrightsville Beach, NC.

UNCW students picking up trash off Wrightsville Beach at the "Tuesday Beach Sweep" following the Blast.



MARISA WALCH



MARK FOREST

Further south, Surfrider's **South Orange County Chapter** has been focusing their time on tabling and testifying as part of the Marine Life Protection Act (MLPA) process, which after a year of "map-making" and planning, is in the home stretch. Chapter intern **Charlene Conlogue**, an environmental biology major at Humboldt State, worked to gather support signatures, educate, and present MLPA insights at Chapter events throughout the summer. In August, the Chapter presented their findings to the Regional Stakeholder Group and made their recommendations on location and size of MLPAs. Over the next few months, three different map proposals will be forwarded to the Fish and Game Commission where they will vote for the one map they think will work best for Southern California. For more information on MLPA, visit

<http://mlpasurfrider.blogspot.com>

On June 24th, in Mira Mesa, Walgreens opened their first LEED (Leadership in Energy and Environmental Design) registered retail pharmacy. The grand opening, which drew hundreds of visitors, included the presentation of a \$5,000 check to the **San Diego County Chapter**, which was accepted by **Bill Hickman**.

### Southeast

This summer, the **South Florida Chapter**, Miami Overtown Youth Center and Streetwaves.org celebrated the first graduating class of their inner-city surf program, which was developed with the purpose of sharing the joy of surfing with underprivileged children that rarely have the opportunity to set foot in the ocean despite that they live only a few miles away. Through their grassroots network, the South Florida Chapter helped the program, founded by Overtown Youth Center and Streetwaves.org, reach out to local surfers and the industry for donations for the graduating class. The overwhelming response from the community yielded everything from surfboards and sunglasses to leashes for the children. The Chapter would like to thank **Ron Jon Surf Shops, Surfing's Evolution & Preservation Corporation, Jimmy Lewis Surfboards, Gary Kessler from Quiksilver, Lou Lozada, Mario Perdomo, Alison Walker, Greg Gordon, Wyatt Brown, Tim Orange, Lauren Campbell and Michael Laas** for donating products, time and energy to the cause.

In mid-August, over 3,000 UNCW students took over Wrightsville Beach for the annual Beach Blast. Following the big end-of-summer celebration, the Surfrider Foundation **Cape Fear** and **UNCW Chapters** sponsored a "Tuesday Beach Sweep" to rid Wrightsville of all the litter the Blast left behind. From cans and bottles to cigarette butts and plastics, volunteers baked under the hot late-summer





Even Tropical Storm Danny could not dampen the spirits of these volunteers in Asbury Park, NJ.

sun, cleaning the beach so students could enjoy the Blast for years to come. In addition to the “Tuesday Beach Sweep,” the Cape Fear Chapter also performs sweeps throughout the year, primarily at Wrightsville Beach, Carolina Beach and Masonboro Island. They also do cleanups on the UNCW campus.

### East Coast

**Surfrider Foundation’s New York City Chapter** continues its fight against the offshore LNG facilities that could potentially plague the Atlantic. Chapter Chair **Chris Wade** recently spoke about the issue and why the Chapter opposes such facilities in a half-hour radio interview on WXPB 101.9 FM. In addition, chapter activists spoke out at public hearings on the draft New York State Energy Plan that includes great goals for energy conservation, efficiency and renewable energy, but unfortunately still includes LNG as part of the plan.

At the end of August, the **Jersey Shore Chapter** was treated to a Beach Rescue Concert that celebrated twenty-five Barefoot Wine beach cleanups in honor of the Surfrider Foundation’s 25<sup>th</sup> Anniversary. Barefoot Wine and Hunter PR helped the Chapter host a massive beach cleanup along the entire Asbury Park beachfront with hundreds of volunteers participating despite the poor conditions...it was windy and wet thanks to Tropical Storm Danny passing close to the shore. Following the cleanup, all volunteers over 21 received VIP treatments at the Convention Hall in Asbury Park for the Beach Rescue Concert, including complimentary food and wine. More than 2,000 attended the free concert, which had **Mason Jennings**, the **Cold War Kids**, **Gavin DeGraw** and **Joss Stone** performing. In addition Reverbr Rock was on-site to green the show by offsetting most of the carbon emissions and ensuring that no petroleum-based plastics



Jersey Shore and NYC Chapter activists and Barefooters keeping dry before the Beach Rescue Concert.

were used in the food and drink service. In addition to **Barefoot Wine** and **Hunter PR**, the Chapter would like to thank the local **Barefooters**, **MEC Access**, **Synergy Events** and the artists for such a fantastic time and memorable experience.

In Ocean City, the **South Jersey Chapter** is taking their plan to ban plastic bags to the boardwalk. Chapter volunteers collected over 1,800 signatures for their “Ban the Bag” petition with the help of a friendly turtle and dolphin. Next, the Chapter will take their strong showing of public support to the Ocean City Council to best deal with the problem of single-use plastics.



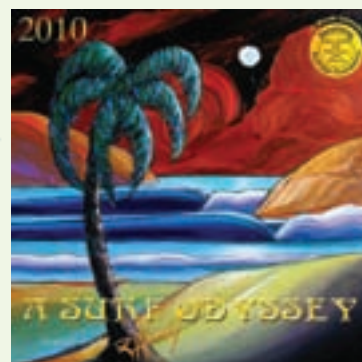
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